



REQUEST FOR PROPOSAL (RfP)

Seattle Zero Emission Freight: E-cargo bikes and Green Loading Zones outreach
and research to reduce climate and air pollution

C40 Cities Climate Leadership Group, Inc.
120 Park Avenue, 23rd Floor
New York, NY 10017
United States of America

June 8, 2022

1. Background



1.1 C40 Cities Climate Leadership Group Inc. ("C40")

C40 is a network of nearly 100 mayors of the world's leading cities, who are working to deliver the urgent action needed right now to confront the climate crisis, and create a future where everyone, everywhere can thrive. Mayors of C40 cities are committed to using a science-based and people-focused approach to help the world limit global heating to 1.5°C and build healthy, equitable and resilient communities. Through a Global Green New Deal, mayors are working alongside a broad coalition of representatives from labour, business, the youth climate movement and civil society to go further and faster than ever before.

C40's team of 200+ staff is headquartered in London, with offices in New York, Joburg, Singapore, Delhi, Rio de Janeiro, Copenhagen, Beijing and Paris, and individual staff based across 25+ different locations, with the Office of the Chair based in London.

The strategic direction of the organisation is determined by an elected Steering Committee of C40 mayors which is chaired by the Mayor of London, Sadiq Khan. Three term Mayor of New York City Michael R. Bloomberg serves as President of the C40 Board of Directors, which is responsible for operational oversight. A nine-person management team, led by Executive Director, Mark Watts, leads the day-to-day management of C40. C40's three core strategic funders are Bloomberg Philanthropies, the Children's Investment Fund Foundation (CIFF) and Realdania.

To learn more about the work of C40 and our cities, please visit our [website](#), or follow us on Twitter, Instagram, Facebook and LinkedIn.

1.2 Green and Healthy Streets Declaration and Zero Emission Freight Technical Assistance

The Green and Healthy Streets (GHS) Declaration was launched by C40 in 2017 and has so far been signed by 36 global cities including Seattle. These cities have committed to work with partners to:

- Procure only zero-emission buses from 2025.
- Ensure that a major area of the city is zero-emission by 2030.

In order to support the delivery of ambitious zero emission areas in cities by 2030, C40's Zero Emission Freight Programme is working with signatory cities and partners to accelerate the uptake of zero emission vehicles (ZEVs) and infrastructure for urban goods transportation. This includes knowledge sharing and technical support on relevant projects, policies, incentives, and stakeholder engagement approaches.

C40 is supporting two GHS signatory cities with in-depth support on a zero-emission urban goods transportation project over the next seven months. Enabled through a partnership with ClimateWorks Foundation, these two projects aim to accelerate the global transition to zero emission urban goods transport and logistics management by:

- Demonstrating how zero emission technology and solutions can be successfully applied or piloted today, and adapted into the medium and long-term, in line with technology developments
- Strengthening collaboration and building trust between project cities, businesses, utilities, government (e.g. regional, national), and other local partners and stakeholders
- Advancing concrete action (e.g. projects, policies, incentives) in two cities towards the successful implementation of the C40 GHS Declaration by 2030

Through dedicated technical assistance and engagement with stakeholders – such as city authorities, goods transport operators and logistics partners, utilities, network operators, charging infrastructure and service providers – the projects will aim to identify and demonstrate:

- Actions required to overcome key obstacles and challenges to urban freight electrification and consolidation.
- The roles of different stakeholders in overcoming those challenges.
- The benefits of the transition to zero-emission urban goods transport.
- Lessons, case studies and evidence for other global cities and businesses transitioning to zero emission urban goods transport and zero emission areas, including on funding options and investment/return on investment models.



1.3 City of Seattle efforts to decarbonize freight

In 2018, the Mayor's office released "Seattle Climate Action" (April 2018) to strengthen the City's commitment to climate action and the goals established in the Paris Agreement. It directed the Office of Sustainability and Environment (OSE) to identify the actions necessary to do their part to limit global warming to 1.5 degrees Celsius. It sets the platform to take bolder steps towards a fossil fuel free future, including the uptake of zero emissions urban goods delivery.

Several departments prioritize work around urban goods transportation. Broadly, OSE manages the citywide transportation electrification (TE) program and works to accelerate the transition to electric vehicles, including personal and commercial vehicles. Drive Clean Seattle was created in 2016 as the City's first implementation plan to advance electric vehicles and has evolved into the new Seattle's Clean Transportation Electrification Blueprint (March 2021). The Blueprint sets ambitious clean transportation goals for 2030 and makes zero emission goods delivery a key deliverable.

At the Seattle Department of Transportation (SDOT), freight initiatives span in many creative pathways. They use innovative curb management tools, improve urban goods delivery and logistics management, manage a Freight Advisory Board of freight stakeholders, and even plan and design a network of Green and Healthy Streets. Seattle has a strong commitment to urban goods transportation and logistics management and is keen to accelerate the increase of zero emission urban goods delivery.

Seattle is also a member of and collaborates with the University of Washington's Urban Freight Lab (UFL) to advance cutting-edge urban freight research including zero-emissions urban goods transportation strategies. The City will continue to work closely with the UFL and connect with the private sector members of the organization, including Amazon, REEF Technology, and United Parcel Service (UPS) among other private sector partners.

The City partnered on a recent UFL pilot project to test out a neighborhood delivery hub that included an e-cargo bike delivery pilot. This project brought together a group of private sector companies including General Motors' BrightDrop division, Coaster Cycles, and REEF Technology.

2. Purpose of the Project

Following a competitive call for applications, the City of Seattle was selected as one of the two cities to support with technical assistance on developing zero emission curbside management systems.

C40 is currently accepting proposals to develop and implement an outreach and research feasibility project to support Seattle in the creation of e-cargo bike and green loading zone (GLZs) programs.



GLZs would prioritize zero emission freight (ZEF) vehicles, such as by providing electric delivery trucks with priority access and/or loading times at specific designated curb areas in order to incentivize and support the transition to ZEF. ZEF refers to freight vehicles with zero tailpipe emissions, which includes electric or hydrogen-powered but would not include hybrid or biofuel-powered.

Prior to designing and instituting new programs, it is crucial to evaluate which zero emission curbspace solutions will provide tangible benefits to Seattle's communities. With this feasibility project, SDOT hopes to explore questions with freight and industry experts surrounding e-cargo bikes, GLZs and other ZEF pilot ideas, such as:

- What are the major barriers to electrification and zero emission options for delivery pathways in Seattle (i.e., how goods are delivered, inclusive of mode of transportation and route)?
- Would instituting green loading zones (GLZs) and/or prioritizing e-cargo bikes make a significant difference for incentivizing zero emission delivery, or are there other programs that would better suit ZEF needs?
- What would a successful GLZ and e-cargo bike prioritization program look like?
- Which freight pathways can realistically move to zero emissions in the next two years? Which opportunities may arise in 5-10 years?
- Where would it make the most sense to locate a climate-friendly loading program in Seattle and what program development would be needed?

These guiding questions will shape the GLZs and e-cargo bike programs as the city considers how to meet the established City Climate goals. The idea is to engage with the Seattle business community and freight delivery services to inform which programs will move zero emission freight forward in Seattle.

Project results and findings will inform and be incorporated into a broader long-range transportation planning policy document: the Seattle Transportation Plan. Seattle is currently developing a comprehensive integrated transportation plan, and findings from this work would help to ensure that ZEF outcomes and the actions needed to achieve them are included in a broader investment strategy for the city.

3. Proposal Guidelines

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until 5 pm June 29, 2022 EST. Any proposals received after this date and time will not be accepted and will be returned to the sender. All proposals should include clear timetables, how the consultant would work with the SDOT and C40, clear costs and detail on experience in this area.

The proposal should clearly indicate the required input from SDOT and C40 staff, timeline of implementation, and any required background work or set up. Furthermore, the submission should show how the respondent intends that the project governance and management should work. This should, as a minimum, cover proposed working partnership with SDOT and C40, key roles and responsibilities, reporting, change requests, escalation of issues, sign-off of work stages, and acceptance criteria.

Respondents are also required to set out any risks and assumptions made in planning this work. Where risks are identified, appropriate management and mitigation strategies should also be outlined. The proposal should include details on how a risk assessment would be completed and what that would include.



If the organisation submitting a proposal must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in proposals must be all-inclusive to include any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organisations being contracted.

All costs must be itemized to include an explanation of all fees and costs. Contract terms and conditions attached, scope, budget, schedule and other necessary items pertaining to the project will be finalized upon awarding the highest bidder. Bidders are encouraged to confirm their agreement with C40's general terms and conditions (see attached) when submitting the proposal or flag any concerns.

Please note this is a contract for professional services and not a grant opportunity. Organisations unable to accept contracts for professional services should not submit bids at this stage. The work will be completed on [the C40 Standard Service Provider Agreement].

[These terms and conditions are accepted as drafted by the overwhelming majority of our suppliers and we reserve the right to penalise your bid on the basis of non-acceptance of terms. If you do wish to include any requested amendments with your proposal, please do not mark up the document in tracked changes but provide a separate document for review setting out clearly your rationale for the change.]

Proposals must be submitted in USD (US dollars), including all costs of taxes and administrative fees and with cost breakdown per team member (staff hourly rate for each member). In case of a need for field trips, travel and maintenance costs must be included in the total value of the proposal. Payments will be made upon approval of the deliverables by the City of Seattle and C40, according to the project plan agreed with the successful bidder. The successful bidder will be responsible for any logistical costs, which will be reimbursed later by C40.

All contracting and invoicing will be handled through:

C40 Cities Climate Leadership Group, Inc.,
120 Park Ave, Floor 23,
New York, NY 10017
United States of America

4. Project Scope

To meet the "30 by 30" goal, Seattle needs to expand and incentivize use of e-cargo bikes and zero emissions vehicles (ZEVs) and make them a feasible option for all businesses interested in mode shifting to ZEF. SDOT hopes to develop legislation that will allow e-cargo bikes to utilize curb space parking and loading areas. This will include the development of a permitting process for e-cargo bike parking, opening access for SDOT to

legally allow and incentivize this type of zero emission use at the curb. The city would also like to explore what legislation and supportive policies would be required to evaluate a new load zone design specifically for ZEVs, which may include language on qualifying ZEVs, curb designation ordinances, and support from our Mayor's Office.



This project requires stakeholder engagement, data collection, research and analysis. The overall goal is to develop a stakeholder-informed report that outlines opportunity and priority areas in Seattle for e-cargo bikes and GLZs, as well as provide lessons and recommendations for cities around the world. The project findings will influence the legislative and policy development, which will be handled by SDOT.

Tasks and deliverables

1. Working with SDOT, develop a communications and outreach plan to gather data from Seattle businesses about topics such as the following:
 - what kinds of deliveries are made in typical Seattle business districts,
 - what kinds of vehicles are used,
 - what is the frequency of trips, and
 - what is the level of awareness and interest in climate friendly delivery options.

The plan might focus within a business district or across a business sector (e.g., restaurants or retail shops). SDOT will inform consultants of existing community partnerships, resources, and useful background at the start of development to guide outreach tactics and applicable audiences. Background information may include air pollution maps and priority health areas.

Engagement should:

- Gauge interest in e-cargo bikes and GLZs, study delivery patterns in business districts, and identify the main barriers for parcel recipients and couriers in the transition to ZEF.
- Generate insights on stakeholders' awareness and attitudes of zero-emission delivery (like e-cargo bikes and electric vehicles) as well as business operations, delivery demands and patterns, and consumer demands and preferences.

The plan should also establish a timeline for execution (Task 2) and due dates for the draft and final research report (Task 3), to be agreed upon with C40 and SDOT.

2. Staff and execute the communications and outreach plan created in Task 1. Tactics might include collecting and analysing spatial data, conducting focus groups, and/or online or in-person surveys.
3. Develop a draft and final research report based on Task 1 and 2 data and insights, as well as additional research, covering the following topics:
 - Outline the biggest existing barriers to freight electrification and decarbonization.
 - Outline which areas in Seattle can most practically support e-cargo bike deliveries based on topography, load zone availability, and business feedback.
 - Identify which industries are best positioned to benefit from GLZs and where the rollout of potential zones should be focused.
 - Identify whether the city has the right powers to introduce these programs, including highlighting legislative mechanisms and associated permitting processes that SDOT could use to facilitate e-cargo bike and GLZ programs.

- Identify the costs and impacts of implementing e-cargo bike and GLZ programs (including potential CO2 and air pollution benefits and which stakeholders might be affected and how).
- Forecast potential uptake of these programs based on business district feedback.
- Where possible, recommend alternative ZEF program ideas that can drive freight electrification and decarbonization.
- Identify pricing strategies that can further incentivize the use of climate-friendly loading zones.



SDOT and C40 will provide feedback on the draft report.

4. Develop a two-page case study for C40 Cities with recommendations for how other cities may replicate or learn from this work, including a summary of the activities undertaken, the approach used for this project and the data and insights gathered. The results would be recorded **in a final report** made available to all C40 cities.

5. RfP and Project Timeline

RfP Timeline:

RfP Timeline	Due Date
Request for Proposals sent out	June 8, 2022
Questions submitted to C40	June 13, 2022
Written responses submitted to C40	June 29, 2022
Evaluation of proposal	June 30-July 1, 2022
Interviews [TBD]	July 4-5, 2022
Selection decision made	July 6, 2022
All bidders notified of outcome	July 8, 2022

Project Timeline	Due Date
The project initiation phase must be completed by	July 22, 2022
Project planning phase must be completed by	August 12, 2022
The project is due to run until	January 31, 2023

6. Project Budget



C40 and the City of Seattle are looking for competitive proposals for the outlined scope of works. All proposals must include proposed costs to complete the tasks described in the project scope, including all VAT and taxes. Costs should be stated as one-time or non-recurring costs.

Budget proposals should include:

- Specific budget amounts dedicated to stakeholder engagement vs research plan development or budget amounts dedicated to each deliverable as detailed in the Project Scope.
- Personnel costs (hourly staff rates and time dedicated to each deliverable)
- Materials/resources for stakeholder engagement (e.g., flyers)
- If possible, allocation of stipends, honorariums, or other incentive for stakeholder participation
- Any work that is outsourced or contract to a partner organisation, including staff rates and time dedicated to each deliverable

Please also refer to the Proposal Guidelines section for more information on this.

Payment will be made according to meeting project milestones as approved by / at the discretion of the C40 point of contact.

The maximum budget available for the proposal is \$85,000 USD.

7. Bidder Qualifications

Bidders should provide the following items as part of their proposal for consideration:

- List of staff who will be working on the project, including job titles and descriptions and their proposed role for this project. Please ensure at least one senior level staff member will be regularly involved and available as needed.
- Description of your organization, including mission, values, size, and leadership.
- Description of experience in stakeholder engagement, with specific examples and outcomes if applicable (not to exceed one page in length).
- Description of experience in research and analysis with sample work included as addenda if applicable (not to exceed one page in length).
- Description of experience in zero-emission transportation (not to exceed one page in length).
- One to two (1-2) samples of completed plans, reports, market research, survey designs, or similar product.
- Proposed timeline for completion of each deliverable and proposed payment schedule.
- Potential project risks and mitigation strategies.
- At least one (1) reference from a previous client or partner.
- Data Protection (if it is a system, software or a supplier utilizing personal data like passport number, birthday, address, etc): C40 is subject to the European Union and

United Kingdom* data protection regulations and the winning proposal must ensure its continued compliance. If a successful proposal will require that you process or control personally identifiable information (PII), please describe your familiarity, and ability to comply, with Directive 95/46/EC and the forthcoming General Data Protection Legislation.



**Please note that C40 abides by the EU and UK data protection regulations even when working outside of these regions.*

8. Proposal Evaluation Criteria

Criteria	Weighting
Robustness of the project delivery proposal	25%
Project management: ability to delivery outputs to time and quality	25%
Expertise and experience of project team	25%
Budget (value for money)	25%

Each bidder must submit 1 copy of their proposal to the email address below by June 29, 2022 at 5pm EST:

Catherine Ittner, Zero Emission Freight Programme Manager, cittner@c40.org

9. Terms and Conditions

C40 Cities Climate Leadership Group reserves the right to change or cancel the above requirements at any time; without incurring any liability to any interested party and / or any obligation to inform any interested party about the grounds for its action. All costs incurred in connection with the development and submission of a proposal to this RFP are not reimbursable by the C40 Cities Climate Leadership Group.

Annex: C40 Service Provider Agreement (SPA) - attached separately.